

**Listing of issues and some “FOX 17 News At Ten” stories designed to focus on these ideas.**

A.	“Zeeland Booze Pitch”	01/17/06	2:05	10pm	Business owners in Zeeland want city to rethink law that makes their city alcohol free.
B.	“Wyoming Liquor Debate”	01/29/06	2:15	10pm	City Council of Wyoming discusses adding liquor to current ordinance so bars could serve on Sundays.

- C. "Inhaled Insulin" 02/06/06 2:10 10pm  
The FDA approves the first inhaled insulin for Type 1 and 2 diabetes to make controlling the disease easier.
- D. "Meth Fight Newser" 02/13/06 2:20 10pm  
State lawmakers discuss establishing a "cleanup standard" for condemned meth houses and who will pay.

#### 4. **ECONOMY:**

- A. "Kalamazoo Loan Program" 01/05/06 2:15 10pm  
The federal government works with Northside Economic Potential Group to expand the small business loan program.
- B. "Snowmobile Business" 01/14/06 2:10 10pm  
Unseasonably warm weather affects snowmobile sales at local businesses.
- C. "Kalamazoo Development" 02/02/06 2:10 10pm  
Plans for a major and much needed development in Kalamazoo are put on hold when developer backs out.
- D. "GR Riverfront Plans" 02/21/06 2:35 10pm  
A secret plan involving the development of 30 acres of land along the riverfront may bring as many as 10,000 jobs to GR.

#### 5. **EDUCATION:**

- A. "GVSU's Murray to Meijer" 01/04/06 2:10 10pm  
President of GVSU Mark Murray announces he will step down to become president of Meijer after finishing the academic year at GVSU.
- B. "GRPS Superintendent Finalists" 01/25/06 2:05 10pm  
Candidates selected for interview for superintendent position at Grand Rapids Public Schools.
- C. "K 16 Funding Initiative" 02/21/06 2:10 10pm  
K-16 Coalition takes its concerns about funding for Michigan schools to the state capital. They hope to force lawmakers to increase spending.
- D. "Saugatuck School Millage" 02/26/06 2:15 10pm  
Voters in Saugatuck will decide an \$8.3 million millage request to pay for upgrades to schools.

#### 6. **EMPLOYMENT:**

- A. "Auto Cuts Preview" 01/22/06 2:19 10pm  
The day before Ford announces its restructuring plan, predictions of five plants closing and 25-thousand layoffs.
- B. "Schnitzelbank Closing" 01/31/06 2:15 10pm  
We reminisce with workers on their last day at Grand Rapids' only German restaurant, The Schnitzelbank, which is closing after 72 years.
- C. "Worker Death Citation" 02/07/06 2:15 10pm

DeVos Place will be fined by the workplace safety agency for a violation that resulted in the death of an employee.

- D. "Tower Shutdown Greenville" 02/24/06 2:10 10pm  
After 100 years of business Tower Automotive plans to close its doors with 200 jobs at stake. This news coming after Electrolux in Greenville also announced it is closing putting 2,700 people out of work.

**7. ENVIRONMENT:**

- A. "Baldwin Exchange Hearing" 01/05/06 2:30 10pm  
M-DOT holds a public hearing for Baldwin Street to get two new ramps from the expressway. Project cannot begin until after an environmental assessment is successfully completed.
- B. "Kroc Center New Sites" 01/27/06 2:27 10pm  
Grand Rapids city leaders decide to look at sites other than Garfield Park for the Salvation Army's proposed community center. Citizens don't want the greenspace sold for private use.
- C. "South Haven Airport Trees" 02/21/06 2:10 10pm  
People who live near the South Haven Airport fight management's plan to trim more than 100 trees to build a longer runway.
- D. "Warm Winter Concerns" 02/23/06 2:05 10pm  
Unseasonably warm weather creates concerns over early budding in apple/syrup trees that are major producers for Michigan.

**8. DIVERSITY/ ETHNIC/ MINORITY:**

- A. "Hispanic Center Translations" 01/18/06 2:10 10pm  
The Hispanic Center in Grand Rapids interprets and translates for employees at local businesses.
- B. "Minority Mentor Programming" 01/24/06 2:10 10pm  
WMU tries to get more minority students involved in science programs with help from federal money.
- C. "Marines Learn Arabic" 02/25/06 2:10 10pm  
Marines headed to Iraq voluntarily take classes to learn Arabic language and cultural values.
- D. "Minority Report" 02/26/06 2:15 10pm  
Grand Rapids Convention and Arena Authority is working to increase minority attendance at its arts and entertainment events.

**9. FAMILY:**

- A. "Cpl. Cardinal Funeral" 01/06/06 2:30 10pm  
A funeral is held for Corporal Anthony Cardinal from Muskegon who died in Baghdad on Christmas Day before he had the chance to meet his youngest daughter.
- B. "Toss for Teri" 01/10/06 2:35 10pm

Family raises money to send woman they don't know overseas for experimental cancer treatment. The family was trying to raise the money for their own loved one to have the procedure, but she (Teri) passed away before she could get it.

- C. "Infant Circle of Care" 02/22/06 2:00 10pm  
The Salvation Army's family services offer "Circle of Care" program to help fight infant mortality by educating parents.
- D. "126<sup>th</sup> Homecoming" 02/26/06 2:40 10pm  
150 soldiers return home to their families after over a year of fighting in Iraq.

#### **10. GOVERNMENT RESPONSIBILITIES:**

- A. "Wal-Mart Hearing" 01/16/06 2:35 10pm  
People pack a public hearing in Grand Haven Township to voice their opinions on whether township leaders should give approval to a proposed Wal-Mart.
- B. "K'zoo Metro Increases" 01/20/06 1:55 10pm  
Decreases in state funding for the Metro bus service in Kalamazoo leads to an increase in the cost to riders.
- C. "Beach Access Supreme Court" 02/21/06 2:20 10pm  
The U.S. Supreme Court refuses to hear a Michigan case regarding rights of those who walk the beach along Lake Michigan. State ruling that allows walkers on private property will stand.
- D. "Georgetown Ice Center" 02/27/06 2:25 10pm  
Georgetown Township residents fight the proposed sale of the ice center they voted to have built and paid for with their tax dollars.

#### **11. HEALTH CARE:**

- A. "Holiday Blood Shortage" 01/02/06 2:00 10pm  
Area blood banks run low on blood, in need of donors particularly during the holidays.
- B. "GVSU Sun Lamps" 01/10/06 2:25 10pm  
GVSU's counseling center uses sun lamps to reduce the effects of SAD symptoms on its students.
- C. "Russia Therapy Treatment" 02/09/06 2:30 10pm  
A West Michigan teen travels to Russia to undergo stem cell therapy in hopes of being able to walk again after a neck injury.
- D. "Levin Medicare Drugs" 02/21/06 :45 10pm  
Sen. Levin touring the state, addressing concerns senior citizens have over new Medicare prescription coverage.

#### **12. HOUSING/ HUNGER:**

- A. "House Fire Dog" 01/02/06 2:00 10pm

A house fire breaks out in a Grand Rapids home; neighbor's dog warns homeowner, who is able to prevent further damage.

- B. "Heating Costs" 01/02/06 2:45 10pm  
The cost of heat is rising; bills are 40-70 percent higher, making things tough on low-income homeowners (as well as local business owners).
- C. "GR Common Housing Project" 02/13/06 2:25 10pm  
Community to be built designed entirely by residents called co-housing, first one in West Michigan.
- D. "Greenville Winter WX" 02/17/06 2:15 10pm  
After huge storm in West Michigan, many people were out of power and families had to turn to Red Cross Shelters as area hotels were filled to capacity.

**13. SPECIAL PROGRAMMING:**

Our news coverage features a unique "franchise" segment for most nights of the week. Below is an example from each segment:

- A. "Consumer Hard Drive: Debt Resolution" 01/02/06 2:00 10pm  
In our Monday consumer segment we look at how to keep your resolution to get out of debt this year.
- B. "Tech Trends: Wind Power" 01/31/06 1:40 10pm  
In our Tuesday technology segment we explore the new generation of wind power.
- C. "Ren Zone: Alarm Systems" 02/08/06 2:10 10pm  
In our Wednesday home improvement segment we look at options in home security systems.
- D. "On Campus: Heating Woes" 02/16/06 2:20 10pm  
In our Thursday segment on college life we talk to students about how they're dealing with the high cost of heating.
- E. "Best of the Web: Classic TV" 03/24/06 1:50 10pm  
In our Friday segment featuring new and unique websites we show you where to go to download classic TV shows, fast and free.
- F. "WMMW: Jamal Glenn" 03/18/06 1:40 10pm  
In our Saturday crime-solvers segment we feature an accused drug dealer who escaped from police custody.
- G. "GRBJ: Blood Wars" 03/12/06 2:15 10pm  
In our Sunday business segment we talk to two blood banks battling for donations.

**14. YOUTH & ELDERLY:**

- A. "MTV in Paw Paw" " 01/19/06 2:05 10pm  
Casting for MTV's show "Made" at Paw Paw High School.
- B. "Nellie 109 years" 01/30/06 2:05 10pm  
Profile on Nellie Jones' life as she celebrates her 109<sup>th</sup> birthday surrounded by family and friends.

- C. "EGR MySpace Students" 02/07/06 2:40 10pm  
20 East Grand Rapids High School students were suspended from school for pictures posted on their MySpace internet pages showing them drinking alcohol.
- D. "Nursing Home Death Charges" 02/27/06 2:15 10pm  
Eight former employees at a local nursing home are charged in the cover up of two elderly women's deaths that were in their care.
- E. "Reed City Mother Abuse" 03/16/06 2:10 10pm  
Man charged with involuntary manslaughter for allowing his mother to die from gangrene, dehydration and malnutrition while in his care.

## COMMUNITY ISSUES /PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 1st Quarter

January 1 – March 31, 2006

Listing of some *FOX 17 CareForce Calendar* (community calendar) and Public Service Announcements aired. The *FOX 17 CareForce Calendar* airs Mon.-Fri. at 9:14AM, 9:57AM, 10:55AM, 11:58AM, 2:51AM, 1:34AM, Sat. at 7:21AM, 11:57PM, and Sun. at 12:38AM. The Public Service Announcement list is updated quarterly and the PSAs run in rotation.

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### 1. ARTS & CULTURE:

- A. Calendar :30 Week of 1/2-1/15  
Show your support for local theater! Celebrate 25 years of entertaining musicals with "The Actors at Spectrum Theater!" Tickets go on sale January 3<sup>rd</sup>.
- B. Calendar :30 Week of 1/2-1/8  
Head out to the Public Museum of Grand Rapids and enjoy free admission every Monday for city residents! A variety of family friendly activities are going on now.
- C. Calendar :30 Week of 1/9-1/15  
It's all about fashion at the Grand Rapids Art Museum! Starting January 27<sup>th</sup>, thirty-five original costumes created for film will be on display.
- D. Calendar :30 Week of 1/30-2/5  
Treat that special someone in your life to an afternoon of wine and art at the "Valentine Wine Tasting" in Pentwater on February 11<sup>th</sup>. Tickets are \$15 and all proceeds benefit victims of domestic violence.
- E. Calendar :30 Week of 3/20-3/31  
The 33<sup>rd</sup> Annual Rotary Antique Fair and Sale is set for April 7<sup>th</sup> & 8<sup>th</sup> at the East Grand Rapids Middle School. Join Mayor Heartwell and others as they raise funds for various West Michigan non-profit organizations.
- F. Calendar :30 Week of 3/20-3/26  
The West Michigan Academy for Girls is hosting its first ever benefit concert on March 28<sup>th</sup>! Many local female performers will be featured as well as the girls choir.

### 2. CRIME & SAFETY:

- A. Bully Hotline :25, :30 Week of 1/1-3/31
- B. Exchange A & B :30/:60 Week of 1/5-3/31  
Educates viewers of on-line safety tips

C. The Jungle :30 Week of 2/8-3/31  
Educates children of online safety tips

D. Stop the Silence :30 Week of 2/9-3/31  
Educates viewers of sexual abuse.

3. **DIVERSITY:**

A. Calendar :30 Week of 1/2-1/14  
Experience a full day of family entertainment at the “Dr. Martin Luther King Celebration for Peace” on January 14<sup>th</sup>. This event is free to all Grand Rapids residents and takes place at the Paul I. Phillips Recreation Center.

B. Calendar :30 Week of 2/6-2/12  
Join the institute for Global Education for the 18<sup>th</sup> Annual Peace Festival on February 25<sup>th</sup>. Several community organizations will gather for a family friendly day promoting peace and social justice.

C. Calendar :30 Week of 3/6-3/12  
The Women’s Resource Center will be honoring three West Michigan employers who have made a difference for women in the workplace. All proceeds from the March 23<sup>rd</sup> luncheon will benefit the center.

D. Calendar :30 Week of 3/13-3/19  
Shape the future of Grand Rapids at the 8<sup>th</sup> Annual Summit on Racism. Head to Calvin College’s Fine Arts Center on March 24<sup>th</sup> to take part in this year’s activities.

E. Calendar :30 Week of 3/20-3/26  
Every night in April, the Wyoming branch of the Kent District Library is hosting a Spanish Story Hour! The reading is open to all ages, call for details.

F. MAB/I AM :30 Week of 1/1-1/5

G. United Negro College Fund :30 Week of 1/31-2/28

H. Black History Month :10 Week 2/1-2/28

4. **DRUGS & ALCOHOL:**

A. MAB/The Talk Alt :30 1/1-1/30

B. MAB/For The Kids :30 1/1-3/31



C.	MAB/Jamie Meth	:30	1/31-3/31
D.	MAB/Like Your Rx	:30	2/28-3/31
E.	Meth Baby	:30/:60	1/1-3/31
F.	Alcohol Prevention/Lisa & David	:30	1/25-3/31
G.	Bus Stop/Darkroom/Boxing Drug prevention for teens	:30/:20	3/14-3/31

**5. EDUCATION:**

- A. Calendar :30 Week of 2/6-2/19  
Dust off that dictionary! It's the "A-Z Spelling Bee" benefiting the Kent County Literacy Council. Sign up to be part of a two-person team or buy your tickets to attend.
- B. Calendar :30 Week of 2/27-3/5  
Show your support for the SLD Learning Center on March 11<sup>th</sup> at their Annual benefit dinner. Tickets are \$30 and help support the Children's Scholarship Fund.
- C. Calendar :30 Week of 3/13-3/19  
If autism has touched your life in any way, check out the "Surviving and Thriving with Autism" conference on March 23rd at Calvin College. Various presentations and informational material will be available.
- D. Born Learning :30/:15 Week of 1/1-3/31
- E. Blowfish/Jonesy Kitty/ Sock :30 Week of 1/4-3/31  
Encourages after school involvement to kids

**6. FAMILY:**

- A. Calendar :30 Week of 1/16-1/22  
Groove to local tunes all night at the "Jam Fest 2006" benefiting Sammi Rae of Hope. Cover is five dollars and all proceeds assist families in need.
- B. Calendar :30 Week of 1/23-2/5  
Escape the winter blues with the 21<sup>st</sup> Annual Jaycees SNOWFEST! Head out to Muskegon February 1<sup>st</sup> through 5<sup>th</sup> and enjoy a ton of fun activities!

- C. Calendar :30 Week of 2/6-2/12  
Shake off the winter blues with a family dance class from the Wellspring Dance Company. Event is free of charge and open to the public!
- D. Calendar :30 Week of 2/13-3/5  
Gather your friends and family for the biggest bowling party of the year! The 2006 "Bowl For Kids Sake" is recruiting for its Big Brothers/Big Sisters Bowl-a-Thon in March. All proceeds go towards matching children with a positive role model.
- E. Calendar :30 Week of 2/20-2/26  
Rock and Roll with the Muskegon Shoreline JAMS event on March 3<sup>rd</sup>! Tickets are \$10 and all proceeds benefit persons with disabilities.
- F. Calendar :30 Week of 3/20-3/31  
Spring Break at the Grand Rapids Children's Museum is bubbling over with fun April 3-8! Enjoy the comical talents of bubble-ologist Casey Carl all week long!
- G. Calendar :30 Week of 3/27-3/31  
Pack up the kids for an outdoor adventure they'll never forget! Registration is going on now for Camp Blodgett's overnight camps. All kids in Kent County ages 8-13 are welcome to sign up.
- H. Father & Son/Baseball :30/:15 Week of 2/17-3/31  
Encourages fathers to educate sons on how to treat women.

## 7. **HEALTH & FITNESS:**

- A. Calendar :30 Week of 1/2-1/8  
Get moving this winter with snow-shoeing! Ludington State Park is offering guided walks every Saturday in January and February.
- B. Calendar :30 Week of 1/16-1/22  
Join the Grand Rapids Running Club for a 3 mile "Fun Run" at John Ball Zoo on February 4<sup>th</sup>. This run is free and open to the public.
- C. Calendar :30 Week of 1/16-1/22  
Walk the red carpet and celebrate the lives of those who have survived cancer with Rockford's 4<sup>th</sup> annual "Relay for Life." This year's Hollywood themed event kicks off with an informational meeting on January 26<sup>th</sup>.
- D. Calendar :30 Week of 2/20-2/26  
It's time for FUNDANGO! Join Gilda's Club on March 4<sup>th</sup> for its annual indoor 5-K and festival. All proceeds benefit the social and emotional support of those living with cancer.

E.	MAB/Mom	:30	1/1-3/31
F.	MAB/Rooftops	:30	1/1-2/27
G.	MAB/People on the Streets	:60	1/1-2/28
H.	MAB/Nat'l Radon Test	:30	1/1-2/28
I.	MAB/Sex Can Wait	:30	1/1-3/31
J.	Grandpa, Birds, Bulls Eye Childhood Obesity Prevention	:30/:15	1/4-3/31

**8. HOUSING/ HUNGER/ASSISTANCE:**

A. Calendar :30 Week of 1/16-1/22  
With many cold months still ahead, the Muskegon Rescue Mission is looking for donations. Warm clothing, personal care items and infant goods are all needed. Call to arrange a donation.

B. Calendar :30 Week of 1/23-2/5  
Bundle up and "Walk for Warmth" February 25<sup>th</sup> with ASCET! Help raise money to provide emergency heating assistance for low income families and seniors.

C. Calendar :30 Week of 1/30-2/12  
The slopes are full of snow but the Senior Food Pantry is empty. Support "Meals on Wheels" by bringing two canned goods every Saturday after 5pm to Cannonsburg and receive half off a lift ticket.

D. Calendar :30 Week of 2/27-3/26  
Mel Trotter Ministries is collecting personal care items for those in need. Various drop off stations are being hosted around Grand Rapids. Call for details.

E. Calendar :30 Week of 3/6-3/12  
Ever wonder what exactly Friend of the Court is or does?! Check out a panel discussion on March 14<sup>th</sup> to learn the facts and see what services could be available to you.

F. Calendar :30 Week of 3/6-3/12  
The West Michigan Military Family Support Network needs your help! Join Operation Pillow Talk and give our troops overseas a soft place to put their heads.

G. Calendar :30 Week of 3/13-3/19  
Housing Resources Inc. is hosting the 17<sup>th</sup> Annual Walk for Homeless on March 25<sup>th</sup>. All proceeds support the Family Shelter in Kalamazoo.

H. Calendar :30 Week of 3/27-3/31  
Enjoy an evening of fashion, furniture and delicious food with the Dwelling Place's annual benefit on April 12<sup>th</sup>. All proceeds benefit local shelters.

I. Holland Rescue Mission :30 1/1-2/28

J. The Heat and Warmth Fund :30 1/2-2/28

K. Housing Discrimination :30 1/2-1/9

L. Holiday Round Up Thanks :10 1/7-1/14

M. The Ark :30 1/17-3/31

N. Make a Plan :30 2/28-3/31  
Educates viewers on emergency preparedness

**9. OTHER:**

A. Calendar :30 Week of 1/2 -1/8  
Looking for that special someone this winter? Snag a date and help a great cause at the 9<sup>th</sup> Annual Bid for Bachelors and Bachelorettes! All proceeds benefit Friends and Families of Cystic Fibrosis.

B. Calendar :30 Week of 1/16-1/29  
If you are struggling with child support issues, attend the ACE'S first chapter meeting on January 30<sup>th</sup> in Comstock Park. Gather helpful information and learn more about your legal rights.

C. Calendar :30 Week of 1/23-1/29  
Show your support for Safe Haven Ministries by celebrating 15 years of service to the community. You could even win a one week trip for two to Hawaii!

D. Calendar :30 Week of 1/30-2/5  
Dust off those leg warmers and banana clips- it's an 80's party at the Grand Rapids Children's Museum! This radical party takes place February 10<sup>th</sup> at 7pm.

- |    |   |                 |                   |
|----|---|-----------------|-------------------|
| E. | Calendar  | :30             | Week of 2/6-2/12  |
|    | The Widowed Persons Service has announced their February Support Group Meetings. Various events for people of all ages have been planned.   |                 |                   |
| F. | Calendar  | :30             | Week of 2/13-2/19 |
|    | The West Michigan Wedding Association announces its 2 <sup>nd</sup> Annual Charity Bridal Show on February 19 <sup>th</sup> . All proceeds benefit the Leukemia and Lymphoma Society.   |                 |                   |
| G. | Calendar  | :30             | Week of 3/6-3/18  |
|    | Join hundreds of West Michigan high school girls as they celebrate self-confidence and a balanced lifestyle at the "Pure Fashion... A Celebration of Style and Virtue" fashion show. Tickets are \$16 and must be purchased in advance. |                 |                   |
| H. | MAB/Pick Me   | :30             | 1/1-3/31          |
| I. | MAB/Tax Time  | :30             | 1/1-3/31          |
| J. | Appreciation  | :60,:30,:20,:15 | 1/1-3/31          |
|    | Teaches gratitude and appreciation to children  |                 |                   |
| K. | Dreaming  | :60,:30,:20,:15 | 1/1-3/31          |
|    | Encourages children to follow their dreams  |                 |                   |
| L. | The Race  | :60,:30,:20,:15 | 1/1-3/31          |
|    | Encourages children to lend a helping hand to the disabled  |                 |                   |
| M. | Truck Stop  | :30             | 1/5-3/31          |
|    | Encourages right choices among viewers  |                 |                   |
| N. | Reach   | :15             | 1/5-3/31          |
|    | Encourages integrity among viewers  |                 |                   |
| O. | Booster Seat Education  | :30             | 2/28-3/31         |
|    | Educates caregivers on booster seat usage   |                 |                   |

## 10. **VOLUNTEER:**

- |    |   |     |                  |
|----|---|-----|------------------|
| A. | Calendar  | :30 | Week of 1/9-1/15 |
|    | The Urban League of Greater Muskegon will be hosting its "2006 Annual Membership Meeting." There is no fee to attend and all members, past and present are invited. |     |                  |

B. Calendar :30 Week of 1/9-1/15  
Do you love horses? Join the Kent County 4-H Judging team! Joining is easy and you don't need a horse!

C. Calendar :30 Week of 1/23-1/29  
Make a difference in the life of an abused or neglected child by volunteering with CASA of Kent County. Applications are now available.

D. Calendar :30 Week of 3/27-3/31  
Make a difference in the life of another and volunteer with the Equest Center for Therapeutic Riding. Check out the next orientation meeting on April 8<sup>th</sup> from 10am-2pm.

**FOX 17 ON-AIR TALENT APPEARANCES**  
**1<sup>st</sup> Quarter 2006**

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FOX 17 makes an attempt to be involved in community events by having “FOX 17 News at Ten” on-air talent involved. The following lists some of the appearances made by news talent during the first quarter of 2006.

<b>DATE</b>	<b>TALENT</b>	<b>EVENT</b>
1.21.06	Kevin Craig	PPI Bowling Tournament, GRPS Special Ed
2.4.06	Christian Frank	Bid for Bachelors and Bachelorettes
2.24.06	Peter Chan	Weather Presentation at Grandville East Elementary
3.3.06	Lindsey Zabor	March Reading Month
3.3.06	Tim Doty	March Reading Month
3.4.06	Carl Apple	Bowl For Kids Sake Olympic Relay
3.11.06	Carl Apple	SLD Learning Center Auction
3.18.06	Michele DeSelms	Rockford Community Business Expo
3.24.06	Lindsey Zabor	March Reading Month

**FOX 17 Special Projects**  
**1<sup>st</sup> Quarter 2006**



## **McDonald's High School Scholar Athlete of the Week**

FOX 17 continues its community service project commitment with McDonald's Restaurants. McDonald's High School Scholar Athlete of the Week recognizes high school student athletes who excel in the classroom, on the playing field, and in their communities throughout West Michigan. A :30 spot airs in rotation throughout the day encouraging viewers to visit [wxmi.com](http://wxmi.com) to nominate an athlete.

Each Sunday night an athlete is profiled during the weekly broadcast of the "FOX 17 Sports Ticket", and on FOX 17's web site. Scholar athletes receive a framed McDonald's Scholar Athlete of the Week certificate as well as \$10 worth of McDonald's gift certificates.

**On Air Schedule**                      Jan 1- March 31, 2006 (:30 Spot)

**Total # of spots:**                      198

## ***FOX 17 News At Ten News Outreach Program***

*FOX 17 News at Ten* created the News Outreach Program in the fall of 2004, in an effort to stay current with the issues facing West Michigan communities. Each week community members, leaders, and current newsmakers are invited to attend *FOX 17 News at Ten's* afternoon news meeting.

Each afternoon, reporters, anchors, news managers, and producers meet to discuss story ideas and the content of the evening's show. One guest per week is invited to sit in on the news meeting. Guests see first hand how editorial decisions are made and how *FOX 17 News at Ten* comes together. They also have the opportunity to speak with reporters, producers, and news managers about community issues and offer story ideas.